

FACT SHEET

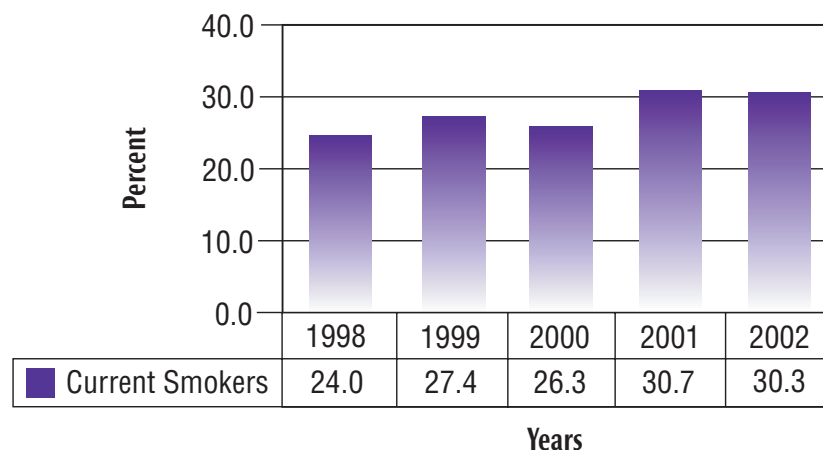
College Students and Tobacco

Hawai'i State Department of Health

- In 1999, 46% of U.S. college students reported using a tobacco product within the past year. [1]
- The tobacco industry is targeting its advertisements to 5.3 million college students through bars, special concerts, college newspapers, and promotional samples. [2, 3]
- Brown & Williamson, the third largest cigarette company, estimates their expenditure on college bar promotions to be \$30 million annually. [3]
- In 1999, 29% of U.S. college students currently smoke* cigarettes. [1]
- 9% of U.S. college students currently smoke cigars. [1]
- In Hawai'i, 30.3% of 18-24 year old are current smokers. [4]
- Tobacco use is reportedly higher among white students, users of alcohol and marijuana, and those whose priorities are socializing instead of education and athletics. [1]
- Colleges and Universities can reduce smoking by having smoke-free dormitories and strengthening smoking cessation programs. Only 27% of U.S. colleges have smoking prohibited dorms. [5]
- Over 40% of colleges report not having any smoking cessation program, and that programs offered are inadequate. [5]

**Current Smoker: Respondents who reported ever smoking 100 cigarettes in their lifetime and who smoke now (both everyday and some days)*

Hawai'i Smoking Prevalence for Age Group
18-24 yrs, 1998-2002



Data Source: Behavior Risk Factor Surveillance Survey, Hawai'i State Dept. of Health

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